

# TOURISM DEVELOPMENT COMMISSION

## 2018 - 2019 QUARTER 2 ROI REPORT



Experience Scottsdale uses the Scottsdale brand in all promotions regardless of funding source or partners included. Outlined programs and results in this report were achieved by Experience Scottsdale using funds from the City of Scottsdale, other partner communities, and the State of Arizona's Prop. 302 (\*indicates some Prop. 302 funds used for program).

### MARKETING

Oct. 1 – Dec. 31, 2018

#### > Holiday Campaign

- Promotion Timing: Oct. 22, 2018 – Jan. 2, 2019
- Experience Scottsdale sought to drive additional visitation during the need period between Thanksgiving and New Year's Day with its annual holiday campaign, which targeted Chicago, New York, Denver and Washington, D.C., via email marketing, social media and advertisements on USA Today.com.
- In the **7** years of the holiday campaign, average occupancy in November and December has increased **18%**.

#### > Los Angeles Out-of-Home Campaign\*

- In November, Experience Scottsdale returned to Los Angeles, Scottsdale's third largest feeder market for visitation, placing **15** advertising assets in Santa Monica Place shopping center at the start of the busy holiday shopping season.
- Experience Scottsdale also purchased ad space on light-rail trains on the Expo Line, which travels from Santa Monica to Downtown Los Angeles, and aired our destination commercial on broadcast television.

#### > AFAR Journeys Platform

- Experience Scottsdale's **6** bookable itineraries highlighted on AFAR's Journeys platform garnered more than **26,500** page views in October and November and resulted in nearly **170** inquiries about trips to Scottsdale.



Holiday Campaign

### CONVENTION SALES & SERVICES

- The sales team assisted in booking **307** meetings to date, an **8%** year-over-year increase. These meetings account for **105,201** incremental room nights and a future economic impact of **\$51.3 million** for the destination.
- Experience Scottsdale hosted **4** familiarization tours during the quarter, which brought **50** meeting planners to Scottsdale, nearly one-third of whom had never been to Scottsdale. These tours have already generated **22** leads for the destination.
- Of those tours, Experience Scottsdale hosted the Fiesta Bowl Sports Familiarization Tour, which brought **7** sports event organizers to Scottsdale. These organizers – who represented companies such as One Hockey, One Lacrosse, and United States Collegiate Athletic Association – toured Scottsdale Stadium, Scottsdale Sports Complex and WestWorld.

### COMMUNICATIONS

- The communications team assisted in generating **453** articles about Scottsdale to date.
  - These articles were worth **\$12.3 million** in editorial value and reached **2.9 billion** readers.
- Experience Scottsdale brought **189** journalists to Scottsdale during press trips and the Travel Classics West writer's conference in the quarter. The media represented publications such as:
  - Glamour* (U.K.), *The Calgary Sun* (Canada), *The Daily Meal*, *WestJet* (Canada)
- To promote Scottsdale Contemporary Month, Experience Scottsdale hosted two Art in the Desert group press trips. One resulting article on Livability.com, "This Southwestern City is Like One Big Art Gallery," spotlighted Canal Convergence and Old Town's art galleries.



Salt Lake Magazine, October 2018

### TOURISM

- Through tradeshows, one-on-one meetings and training sessions, the tourism team shared the Scottsdale message with **2,126** travel professionals from **21** countries to date: Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Spain, South Korea, Switzerland, United Kingdom and the United States.
- Experience Scottsdale produced **1,011** leads and services for members to date.
- During the quarter, Experience Scottsdale highlighted Old Town offerings during product training seminars in Los Angeles, Chicago, Las Vegas, France, Belgium and Germany. The seminars educated dozens of travel advisors on how best to sell Scottsdale vacations to clients.

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| PERFORMANCE MEASURES   | July - December 2018 | % of Annual Goal |
|--|----------------------|------------------|
| <b>CONVENTION SALES</b>  |                      |                  |
| Generate <b>1,500</b> convention sales leads for Scottsdale market area properties   | 947                  | 63%              |
| Conduct <b>204</b> customer site inspections for Scottsdale market area properties   | 147                  | 72%              |
| Confirm <b>444</b> convention bookings into Scottsdale market area properties for future dates   | 307                  | 69%              |
| Confirm convention bookings into Scottsdale market area properties for future dates resulting in <b>130,176</b> room nights                | 105,201              | 81%              |
| <b>CONVENTION SERVICES</b>   |                      |                  |
| Generate <b>300</b> services leads and hotel leads for 10 rooms or fewer for Scottsdale market area properties/businesses                  | 193                  | 64%              |
| <b>TRAVEL INDUSTRY SALES</b>   |                      |                  |
| Generate <b>1,500</b> domestic and international tour program leads and services for Scottsdale market area properties/businesses          | 1,011                | 67%              |
| Promote the Scottsdale market area as one of the world's top leisure destinations to <b>3,350</b> targeted clients                         | 2,126                | 63%              |
| <b>COMMUNICATIONS</b>  |                      |                  |
| Generate <b>1,000</b> media hits about the Scottsdale market area  | 453                  | 45%              |
| <b>MARKETING</b>   |                      |                  |
| Generate <b>750,000</b> brand engagements through visitor guide distribution, collateral downloads, email opens and social media followers | 505,487              | 67%              |
| Generate <b>1.8 million</b> visitor sessions to the Experience Scottsdale website and all affiliate sites                                  | 909,580              | 51%              |

All Experience Scottsdale performance measures are based on the organization's overall outcomes for the Scottsdale area, which is defined as all businesses in Scottsdale and surrounding areas that are a part of Experience Scottsdale's membership, including those in partner communities.

## HOTEL PERFORMANCE

- Following is the most up-to-date STR data, which shows the performance of Scottsdale-area hotels for the calendar year to date.

|  | January –<br>December 2018 | January –<br>December 2017 | % Difference |
|--|----------------------------|----------------------------|--------------|
| <b>Hotel Occupancy</b>                     | 69.8%                      | 67.9%                      | 2.7%         |
| <b>Average Daily Room Rate (ADR)</b>       | \$199.80                   | \$193.73                   | 3.1%         |
| <b>Revenue per Available Room (RevPAR)</b> | \$139.40                   | \$131.60                   | 5.9%         |

(Source: STR)

Note: Q1 reporting erroneously included September monthly metrics instead of year-to-date metrics January-September.